



Greenman Alliance Start-Up Kit



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Dear Prospective Customers and Partners,

Thank you for your interest in CD Card business. We are a global leader in manufacturing and marketing business card size CD's and CD-R's.

We, CDCard-USA (CDC-USA), believe that it's our focused and dedicated partners that make our business successful. Therefore, our goal is to focus on developing marketing strategies with fewer relationships, but more intensively developed, and with increased mutual dependencies.

In serving of our partners, we introduce our Greenman Alliance Program. The "Greenman" symbolizes our vision and dedication to those partnerships with CDC-USA. The objective of our Greenman Alliance Program is to help you grow with CD Card business and make your relationship with CDC-USA as easy as it should be to do business effectively. It also focuses to facilitate, encourage and reward those committed relationship.

As a start, we are enclosing this Greenman Alliance Start-Up Kit that contains the general description of CDC-USA's product and service, a business plan template, and a partner application form.

Please take a moment to read the information contained in this letter and let us know how we can help you in achieving your business goals.

Thanks again !

Sincerely,

Steve Seo

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CDC-USA's Vision and Value

A successful partnership relies upon a consistent vision. The CDC-USA Greenman Alliance Program is proud to invite you to share the vision and values which work together to achieve common objectives.

The CDC Card-USA's vision is to deliver cutting edge technology for our customers to effectively provide competitive edge.

This vision reflects the following company values:

- The highest standards of quality, excellence, professionalism, integrity and ethics
- Customer success using our products and services
- Maximum return on our customers investment
- Visionary responses to the needs of our target markets
- Aggressive solutions that are complete, technologically progressive and rich in functionality
- Innovative, entrepreneurial and committed employees
- Value-driven, dynamic, flexible marketing activities
- Extended partnerships with customers, employee and business allies



CDC-USA Greenman Alliance Program- Overview

1. What is the CDC-USA Greenman Alliance Program?

The CDC-USA Greenman Alliance Program is a comprehensive partnership program geared to deliver best-in-its class CDC-USA products to customers. With this program CDC-USA aims to build and maintain a nationwide service & distribution network to effectively serve and support demand.

2. Alliance Categories

CDC-USA has determined three types of business relationships that all form a part of the CDC-USA's strategic alliance network and make use of the Greenman Alliance Program.

A. Strategic Alliances

This category consists of companies or individuals that market and resell CDC-USA's products as authorized Distributor or Sales Agent. They are primarily total solution providers that have their own nationwide network of operation. These organizations all have formal distribution agreements in place with CDC-USA.

B. Regional & Vertical Alliances

These are companies or individuals that have region specific presence and/or industry specific presence. These companies or individuals will pursue direct sales in the qualified region and/or in industry sector. These organizations all have formal regional dealer agreements in place with either direct with CDC-USA or with CDC-USA's strategic distributors.

C. Independent Alliances

These are independent persons or companies that will pursue sales operations on an order base and/or commission base.



Becoming a CDCard-USA Greenman Alliance Partner

The CDC-USA Greenman Alliance Program is a comprehensive technical and marketing program created to highlight and capitalize on relationships with industry partners. Our goal is to support CDC-USA alliance partners through joint marketing, sales and business development programs. The CDC-USA Greenman Alliance Program offers many benefits for partners, including lead generation programs, public relations opportunities, print and Web advertising activities and joint technical development strategies – key programs designed to leverage your relationship with CDC-USA, a leader in the new wave of optical storage media environments.

Application Process

- To become an CDC-USA Greenman Alliance Partner, please download the [Greenman Alliance Start-Up Kit: USA](#) to your computer from "Resource" section of www.cdcard-usa.com or directly request it via alliance@cdcard-usa.com. After studying and filling them out, fax the documents to 858.467.0695. We do receive e-mail applications only if they are completed with electrical word processors/page editors or portable document file (PDF) format.
- On receipt of your fax or e-mail application, a representative from the CDC-USA will contact or visit you and answer to your case-by-case questions to become an Alliance Partner.
- Once your application and business plan have been approved, an appropriate agreement and necessary materials will be sent to you to be completed and signed.
- Upon receipt of the signed agreement, CDC-USA will also sign the agreement. One copy of the fully-executed agreement will be returned to you.

In order to become a CDC-USA Greenman Alliance Partner, you must be dedicated to building high quality standards with a professional mindset which are complementary to CDC-USA's products and services.

If you have any questions, or would like to contact our Greenman Alliance Program division, e-mail to alliance@cdcard-usa.com.



Business Plan (Sample Template: You can use your own format!)

1. General

1.1 Market

Identify the region(s) and/or verticals in which you plan to do business and give a brief description of the targeted segment of the economy in this region and/or verticals - size, growth, types, and acceptance of CDs.

1.2 Competition

Describe the major competitors and their partners if any.

1.3 Potential Customers

List the potential customers in the region with an indication of the sales Q'ty and application types. Of these, identify the best potential references as they relate to leveraging new sales.

2. Organization

2.1 Company

Describe your company's ownership, organizational structure, and management.

2.2 Resources

Describe the resources of your sales, services, and support infrastructure.

2.3 Personnel

Describe the key personnel who will be involved with CD Card products.

2.4 Strategic Goals

Describe the strategic goals of your organization as a whole and as they pertain to CD Card products.

3. The Channel Model

3.1 Target Market

Describe the market segments that will be targeted for CD Card product penetration.

3.2 Sales Profile

Describe the sales cycle and methods that will be used.

4. Marketing Plan

4.1 The Market

Describe the market you intend to attack during the next twelve months covered by this business plan. And, describe the sequence and process for market penetration.

4.2 CD Card products (or similar products) Identity and Positioning

Describe industry/market awareness of CD Card products (or similar products) within your territories and its perceived positioning by analysts/target customers.



4.3 Partner Identity and Positioning

Describe industry awareness of your company and your positioning.

4.4 Competition

Describe the main competitor's market position and their marketing methods.

4.5 Marketing Activities

Describe chronologically the marketing events (seminars, trade shows, etc.) you have planned for the first six months, or those that believe are necessary and will be planning.

4.6 Advertising

Describe any advertising campaigns you plan for CD Card products and your company.

4.7 Promotion

Describe any other techniques you will employ to promote CD Card products awareness by the market.

4.8 Lead Generation

Describe the major lead generation programs you will employ - telemarketing, mailings, seminars, etc.

4.9 Public Relations

Describe your public relations plan.

5. Sales Plan

5.1 Pre-Sales Support

Describe your pre-sales support profile, individuals, experience, deployment and compensation policy.

5.2 Sales Profiles

Describe your organization's sales execution policy, individuals, deployment, and compensation policy including individual sales targets.

5.3 Services Profiles

Describe your organization's services execution policy, individuals, deployment, and compensation policy including individual sales targets.

5.4 Relations with the CDC-USA

Describe how and when the CDC-USA direct sales support would be involved in the sales process, and what your expectations are in regard to their support of the process.

6. Support Plan

6.1 Support Activities

Describe the support activities planned for the first six months especially in respect to product customizations and complementary products.



6.2 Support Profiles

Describe the support organization including people, their background, and profile.

6.3 Relations with CDC-USA

Describe how and when the CDC-USA support people will become involved in the support process, and what the escalation procedures would be.

7. Development Plan

7.1 New Staff

Describe your hiring for the first six months (or how will you bring existing staff into CDC-USA Greenman Alliance Program).

7.2 Investment

Describe your investment plan for CD Card products related facilities, computer equipment for support, integration, training, and demos.

7.3 Training

Describe your initial and on-going staff training and certification plan for the first six months.

8. Sales Forecast

Attach a summarized sales forecast for CD Card products and related activities during the next 12 months. Specifically detail the anticipated CD Card products sales revenues expected, and what minimum annual commitment you would be willing to make with CD Card products.

CDCard-USA Greenman Alliance Partner Application Form

General Information

Company Name	Federal (or National) Tax ID Number
Type of Organization	Date of Business Founded
Address	
Telephone	Facsimile
URL	E-mail (Key Person)

Personal Information on Principal Officers, Partners or Guarantors

Name	Title	SSN
Address		
Name	Title	SSN
Address		
Name	Title	SSN
Address		

Bank References

Bank	Length of Time Account Held	Telephone	Contact
Checking Account Number		Loan Account Number	
Address			
Bank	Length of Time Account Held	Telephone	Contact
Checking Account Number		Loan Account Number	
Address			

Company Information

Primary Business Area (Describe)	
Number of Employee	Number of Pre-Sales or Sales Rep.
1998 Total Revenue & Operating Income	1999 Total Revenue & Operating Income

* Recommend the submission of company brochures or materials explaining your company in detail.

* With the signature below, we certify that the information submitted herein and on any attachments hereto is true, complete and correct, and we authorize CDCard-USA, LLC, directly or through an assignee or nominee to investigate our credit worthiness. We also authorize any credit reporting agency, bank, financial institution or trade reference to release any requested information to them. We understand that such credit investigation may include seeking information about any of the principals and officers of the company.

Applicant (Company)	Authorized	Title
Signature	Date	

Please fax to 1.858.467.0695